

## **LISTING OF CLAIMS**

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A computer readable medium having stored therein computer readable instructions for use on a device that is configured for communications via a communication network, comprising:

a communication function that effects an advertisement download communication link between the client device and an advertisement distribution [ '[' ] server system via the communications network, at selected advertisement download times;

an advertisement download function that downloads advertisements identified in a playlist (s) generated by at least one playlist server, via the advertisement download communication link, at the selected advertisement download times;

an advertisement storage function for storing the downloaded advertisements on a storage medium associated with the client device; and

an advertisement display function that effects display of the stored advertisements and wherein the communication network comprises the Internet and wherein the advertisement distribution server system includes:

a plurality of ad servers, each of which stores one or more of the advertisements to be downloaded, each advertisement being stored in a storage location designated by a

Uniform Resource Identifier (URI);

the at least one playlist server; and

wherein the playlist(s) contains a list of ad identifiers and corresponding URIs that identify respective ones of the advertisements to be downloaded and the corresponding storage location from which each respective advertisement can be fetched; and wherein the advertisement download function includes:

a client device playlist identification function that transmits an identification of a current playlist(s) currently being used by the client device to the at least one playlist server at prescribed playlist check intervals, wherein the at least one playlist server responds either by transmitting to the client device an indication that the current playlist(s) is valid and does not need to be augmented or by transmitting to the client device a new playlist(s); and a playlist comparison function that compares the ad identifiers listed in the current playlist(s) with the ad identifiers listed in the new playlist(s) and that generates a list of URIs of the advertisements corresponding to the ad identifiers in the new playlist(s) that are different from the ad identifiers in the current playlist(s); and an ad fetch function that fetches the advertisements corresponding to the generated list of URIs from the appropriate one(s) of the plurality of ad servers over one or more advertisement download sessions.

25. (Currently amended) A computer readable medium having stored therein computer readable instructions for use on a client device that is configured for communications via a communication network, comprising:

[[A]] a communication function that effects an advertisement download communication link between the client device and an advertisement distribution server system via the communication network, at selected advertisement download times;

an advertisement download function that downloads advertisements identified in a playlist(s) generated by at least one playlist server, via the advertisement download communication link, at the selected advertisement download times;

an advertisement storage function for storing the downloaded advertisements on a storage medium associated with the client device; and

an advertisement display function that effects display of the stored advertisements;

wherein the advertisements comprise advertisement files each of which includes an advertisement and a plurality of ad display parameters associated with that advertisement; and wherein the advertisement display function displays the stored advertisements according to the ad display parameters; and

wherein the ad display parameters include, for each of prescribed ones of the plurality of stored advertisements the following parameters:

a maximum face time that the associated advertisement is to be displayed each time that it is displayed;

a maximum cumulative face time that the associated advertisement is to be displayed;

the maximum number of times per day that the associated advertisement is to be displayed;

the start date/time before which the associated advertisement should not be displayed [[:]] and the end date/time after which the associated advertisement should not be displayed;

wherein the face time comprises a time period during which a prescribed minimum level of user activity occurs.

37. (Currently amended) A computer readable medium having stored therein computer readable instructions for use on a client device that is configured for communications via a communication network, comprising:

[[A]] a communication function that effects an advertisement download communication link between the client device and an advertisement distribution server system via the communication network, at selected advertisement download times;

an advertisement download function that downloads advertisements identified in a playlist(s) generated by at least one playlist server, via the advertisement download communication link, at the selected advertisement download times;

an advertisement storage function for storing the downloaded advertisements on a storage medium associated with the client device; and

an advertisement display function that effects display of the stored advertisements; and wherein the playlist(s) includes ad display parameters that include, for each of prescribed ones of the plurality of stored advertisements, the following parameters:

a maximum face time that the associated advertisement is to be displayed each time that it is displayed;

a maximum cumulative face time that the associated advertisement is to be displayed;

the maximum number of times per day that the associated advertisement is to be displayed;

the start date/time before which the associated advertisement should not be displayed [[:]] and the end date/time after which the associated advertisement should not be displayed ;

wherein the face time comprises a time period during which a prescribed minimum level of user activity occurs.

65. (Currently amended) A computer readable medium having stored therein computer readable instructions for use on a client device that is configured for communications via a communication network, comprising:

[[A]] a playlist fetch function that fetches a playlist(s) from a playlist server, wherein the playlist(s) identifies advertisements to be fetched;

[[An]] an ad download function that downloads the advertisements identified in the playlist(s) ~~from~~ from an advertisement distribution system, via the communication network, during advertisement download sessions;

[[An]] an advertisement storage function for storing the downloaded advertisements on a storage medium associated with the client device;

[[An]] an advertisement display function that effects display of the stored advertisements on a display associated with the client device; and

wherein the playlist (s) includes ad display parameters that include, for each of the plurality of stored advertisements the following parameters:

a maximum face time that the associated advertisement is to be displayed each time that it is displayed;

a maximum cumulative face time that the associated advertisement is to be displayed;

the maximum number of times per day that the associated face time is to be displayed;

the start date/time before which the associated advertisement should not be displayed; and

the end date/time after which the associated advertisement should not be displayed ;

wherein the face time comprises a time period during which a prescribed minimum level of user activity occurs.

66. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) contains a list of ad identifiers that identify respective ones of the advertisements to be fetched.

67. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 66, wherein the playlist(s) further contains a list of source addresses where respective ones of the advertisements to be fetched can be fetched.

68. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the advertisement distribution system includes: at least one ad server, each of which stores at least one of the advertisements to be downloaded; and the at least one playlist server.

69. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 68, wherein the computer readable medium having stored therein computer readable instructions is subsidized by revenues attributable to the downloaded advertisements.

70. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 68, wherein the at least one ad server comprises a plurality of ad servers that each store at least one of the advertisements to be downloaded.

71. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 68, wherein: the at least one playlist server is controlled by a vendor of the computer readable medium having stored therein computer readable instructions; and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the computer readable medium having stored therein computer readable instructions; and at least one of the plurality of ad servers is controlled by the vendor of the computer readable medium having stored therein computer readable instructions.

72. (Currently amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 68, wherein: the at least one playlist server is controlled by a vendor of the computer readable medium having stored therein computer readable instructions; and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the computer readable medium having stored therein computer readable instructions; and at least one of the plurality of ad servers is controlled by an entity other than the vendor of the computer readable medium having stored therein computer readable instructions that has granted the vendor of the computer readable medium having stored therein computer readable instructions and its clients' access to its server.

73. (Currently amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the advertisement distribution system includes: a plurality of ad servers, each of which stores one or more of the advertisements to be downloaded, each advertisement being stored in a storage location designated by a Uniform Resource Identifier (URI); and the at least one playlist server.

74. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 73, wherein the playlist(s) contains a list of ad identifiers and corresponding URIs that identify respective ones of the



advertisements to be downloaded, and the corresponding storage location from which each respective advertisement can be fetched.

75. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 74, wherein the ad download function includes a client device playlist identification function that transmits an identification of a current playlist(s) currently being used by the client device to the at least one playlist server at prescribed playlist check intervals; wherein the at least one playlist server responds either by transmitting to the client device an indication that the current playlist(s) is valid and does not need to be augmented, or by transmitting to the client device a new playlist(s); and a playlist comparison function that compares the ad identifiers listed in the current playlist (s) with the ad identifiers listed in the new playlist(s), and that generates a list of URIs of the advertisements corresponding to the ad identifiers in the new playlist(s) that are different from the ad identifiers in the current playlist(s); and an ad fetch function that fetches the advertisements corresponding to the generated list of URIs from the appropriate one(s) of the plurality of ad servers, over one or more advertisement download sessions.

76. (Previously Amended) The computer readable medium having stored therein computer instructions as set forth in Claim 75, further comprising an ad deletion function that deletes from storage on the client device all advertisements corresponding to the ad identifiers in the current playlist(s) that are not contained in the new playlist(s).

77. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 75, further comprising a playlist merge function that merges the current playlist and the new playlist(s).

78. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein each advertisement download session is limited to a prescribed maximum time duration.

79. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the ad download function further includes an ad fetch timer function that limits the duration of each advertisement download session to a prescribed maximum time period.

80. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) includes ad display parameters that specify, for each of prescribed ones of the at least selected ones of the plurality of stored advertisements, how many times that advertisement is to be displayed for a given time period, and how long that advertisement is to be displayed each time that it is displayed.

81. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) includes ad display parameters that specify, for each of prescribed ones of the at least selected

ones of the plurality of stored advertisements, how many times that advertisement is to be displayed for a given time period.

82. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) includes ad display parameters that specify, for each of prescribed ones of the at least selected ones of the plurality of stored advertisements, how long that advertisement is to be displayed each time that it is displayed.

83. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in claim 65, wherein the playlist(s) includes ad display parameters that specify, for each of prescribed ones of the at least selected ones of the plurality of stored advertisements, a start date/time before which the associated advertisement should not be displayed, and the end date/time after which the associated advertisement should not be displayed.

84. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) includes ad display parameters that specify, for each of prescribed ones of the at least selected ones of the plurality of stored advertisements, the total/cumulative amount of time that advertisement is to be displayed.

87. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, further comprising a cookie generator function that generates a cookie containing information relating to user/client device behavior and/or user demographics, and that transmits the cookie to the at least one playlist server.

88. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 87, wherein the playlist(s) is generated by the at least one playlist server based at least partially on the cookie.

89. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) is customized to the user.

90. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) is tailored to the user.

91. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) is generated by the at least one playlist server based at least partially on user demographics and/or user/client device behavior.

92. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the at least one playlist server is controlled by a vendor of the computer readable medium having stored therein computer readable instructions.

93. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the computer readable medium having stored therein computer readable instructions is e-mail software.

94. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) is generated by the at least one playlist server based at least partially on user demographics.

95. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the playlist(s) is generated by the at least one playlist server based at least partially on user/client device behavior.

100. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the advertisement display function effects display of the plurality of stored advertisements when the client device is offline.

101. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, wherein the client device is configured for communications with a multiplicity of other client devices via the communications network.

102. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 101, wherein the communications network is the Internet.

103. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 101, wherein the advertisement display function effects display of the plurality of stored advertisements when the client device is offline.

107. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, further comprising an installer function for installing the computer readable medium having stored therein computer readable instructions on a computer-readable storage medium.

108. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, further comprising an installer function for installing the computer readable medium having stored therein computer readable instructions on the client device.

109. (Previously amended) The computer readable medium having stored therein computer readable instructions as set forth in Claim 65, further comprising an installer function for installing the computer readable medium having stored therein computer readable instructions on a computer-readable storage medium associated with the client device.